

**RJ REYNOLDS**  
TOBACCO COMPANY

**COPY**

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR  
8699 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

JULY, 98

**DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')**

TO:	RJR ACCOUNT #: #332400	CC:	162208
	MR. F. KOWALSKI <b>KEYCO DISTRIBUTING</b>	CC:	
FAX #:	(717) 825-9891		

PARTNERS PROMOTION REPORTING: **DOR\_SEPT\_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	30
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

PRODUCT PO # **N/A**

DISPLAYS / PREMIUMS PO # **N/A**

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$1,351.40	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
30	NO. OF DISPLAYS ON CUSTOMER LIST
\$56.00	PACKING PAYMENT (\$14.00 x 4 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
0	NUMBER OF EXTRA DISPLAYS

**PROMOTION DESCRIPTION:**

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

**DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

**PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **8/31/98**.
  - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
  - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
  - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 6  
DATE: 98-07-07  
TIME: 01:07 PM

WHOLESALER : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
 TEMPLATE SEQ : 0919  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162208	162222	291931	PLAZA BEVERAGE, INC	3 RACHAEL DR	PITTSTON	PA	18640	3			CIG	(717)654-2680
162208	162220	643077	DUNDEE BEVERAGE	2297 SANS SOUCI P	WILKES BARRE	PA	18702	3			CIG	(717)825-4000
162208	162220	710268	WYCHOCKS BEVERAGE	730 W-B TWP BLVD	WILKES BARRE	PA	18702	3			CIG	(717)823-5729
162208	162220	502069	ELLIS BEER DISTRIBUTOR	499-501 HAZLE STR	WILKES BARRE	PA	18702	3			CIG	(717)822-2166
162208	162220	875309	S&J GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	1				(717)829-8188
162208	162222	777376	COOLBAUGHS	RR 1 BOX 203	PITTSTON	PA	18643	1		20055	(717)388-6558	
162208	162222	812638	COOLBAUGHS CTRY STR	RR 1 BOX 351	FALLS	PA	18615	1				(717)388-6700
162208	162220	185371	MALTBY DRUG	658 MAIN ST	SWOYERSVILLE	PA	18704	1				(717)287-7724
162208	162222	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	2				(717)693-3395
162208	162224	182302	HESS MARKET	ROUTE 487	ORANGEVILLE	PA	17859	2		29160	(717)683-5737	
162208	162220	247618	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	2				(717)675-8411
162208	162224	775729	FINNS NEWS AGENCY	9E MAIN ST	BLOOMSBURG	PA	17815	1				(717)387-0710
162208	162220	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	1				(717)675-2811
173804	173845	775531	FUN SHOP	103 W INDEPENDENC	SHAMOKIN	PA	17872	1			332400	(717)648-4821
173806	173820	651406	WYCHOCKS MT TOP BEV	75 S MOUNTAIN BLV	MOUNTAIN TOP	PA	18707	3			54809	(717)474-5577
173806	173820	015289	EAST END MART	718 E RIDGE ST	LANSFORD	PA	18232	1			23404	(717)645-7314
173806	173824	711846	FRACKVILLE NEWS	31 S LEHIGH ST	FRACKVILLE	PA	17931	1			25510	(717)874-0850

PAGE BREAK TOTAL ACCOUNTS	17	TOTAL QUANTITY	30
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TEMPLATE TOTAL ACCOUNTS	17	TOTAL QUANTITY	30
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# We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

## Doral's Price Check Jackpot!

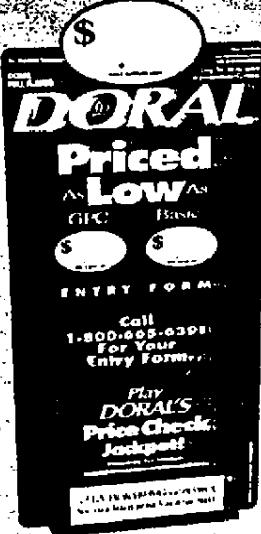
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

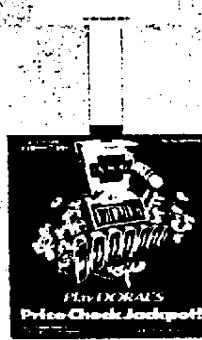
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

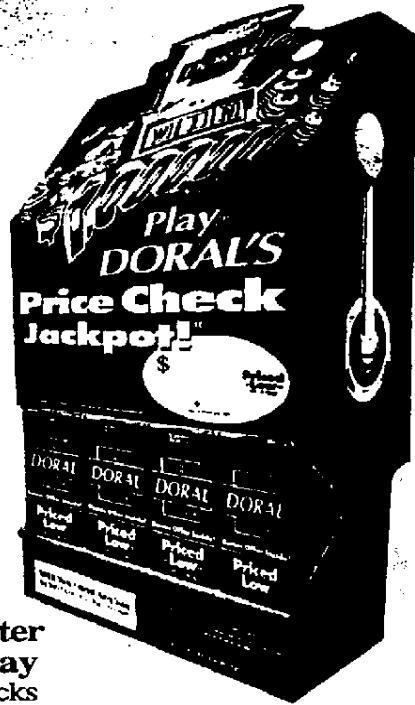
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card  
w/Entry Forms



Wobbler



Counter  
Display  
(40 packs  
per display)

Additional Support Pieces:\*

Pack Outlet

Small Paster

Cigarette/Tobacco Store Outlet

Large Paster

Banner

Standee

\*Adhesive numbers and a pricing pen will be included for you to price the materials.

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